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जनगणना कार्य निदेशालय, (यू.टी.) चण्डीगढ़

भारत सरकार, गृह मंत्रालय

जनगणना भवन, प्लॉट नं 2-बी, सैक्टर 19-ए, चण्डीगढ़-160019

Directorate of Census Operations, Chandigarh (U.T.)

(Government of India, Ministry of Home Affairs)

Janganana Bhawan, Plot No 2-B, Sector 19-A, Madhya Marg, Chandigarh-160019

No. UTCH/O-11019/1/2009/

Dated: 19 March, 2010

CENSUS OF INDIA 2010 - CIRCULAR NO- 10

Subject: - Publicity for Houselisting Operations & NPR during Census of India 2001 through Radio, Audiovisuals, Posters etc.

The preparations for smooth conducting of the Houselisting Operation for the Census of India 2011 as also for collection of information for the preparation of National Population Register (NPR) are in full swing in Union Territory of Chandigarh. The appointment of Census Officers, i.e. Principal Census Officers, District Census Officers, Additional District Census Officers, Census Charge Officer, etc., has been completed. The Houselisting Operations and NPR are scheduled to be conducted during 15th April - 31st May 2010 for which training of Census Officers has already begun.

2. For the success of the population enumeration in 2011, it is extremely important that adequate publicity measures are undertaken to enhance public awareness about the Census. The past experience has been that publicity campaign on the census enumeration highlighting the need for census and listing out the questions that will be asked by the Enumerators, has gone down well in sensitizing the people about the need for the participation in this exercise, which is so vital for national planning. At the same time, prior publicity helps in establishing a rapport with the people so that when enumerators approach them for filling the Census/NPR Schedules, they are given a proper reception.

3. The publicity campaign would not only focus on the Questions that are sought to be canvassed during these two phases of 2011 Census but also to assure them that information given in census would be treated 'confidential' by law and, through that give confidence that they should not be afraid to share the correct information with the census enumerators. In case of NPR, however, no such confidentiality is ensured or given. The

publicity campaign using various media, such as radio, television, newspapers, etc., will contribute immensely in building a conducive environment, sensitizing the public and in capturing correct information in the past censuses.

4. The publicity campaign for the first phase of 2011 Census would begin about 7 to 10 days prior to the Houselisting/NPR exercise and would continue throughout the period. As this exercise would continue for about 45 days in Union Territory of Chandigarh, the pace of the campaign would have to be suitably controlled depending upon the availability of fund. Scarce resources are to be carefully used to obtain maximum mileage for the amount spent from the public exchequer. In the second phase the campaign would begin in January 2011 and continue for the entire enumeration period in February 2011.

5. One of the key elements in formulating the publicity campaign in 2011 Census is the association of a reputed advertising agency in the country with support from UNDP and UNICEF. The agency has scientifically evaluated the past practices, the objectives, suitability of different media in different parts of the country and other factors and has already submitted a report on the best possible options to garner maximum publicity within the fund available. The agency has also finalized the format of the messages that will be used in the campaign using print, radio and TV media and is also producing the audio visual spots and the print copy for publication in print media in selected languages. The media plan recommended would guide us in actually booking space in print media or time on radio and TV at the central level by this office covering the entire city.

6. The Census Directorate, Chandigarh is in the process of taking up additional publicity measures suitable to the union territory by utilizing the fund allotted for this purpose. The plan would take into account the media most suitable for publicity in the Chandigarh without overlapping or duplicating the efforts made at the central level. The modes of publicity at city level campaign would include wall writing, using mikes in announcing key messages, banner, display board, wall hangers, bus panel, announcements at bus or railway stations, printing messages on bus or railway tickets, or on the telephone, electricity or other types of monthly bills, etc. The ingenuity of the Census Directorate would be called upon to devise an effective publicity plan at the local level in both rural and urban areas.

7. The UT Administration will also be required to come forward and initiate measures for publicity using their own resources and set up. The Census Directorate would have to specifically discuss the possibility of utilizing the local government machinery in undertaking a suitable publicity campaign. As in many states there are

different agencies which undertake publicity campaign on central or state development programmes, using existing infrastructure would not only be effective but also mostly without any additional expenditure.

8. The Census Directorate is particular in documenting its own publicity efforts in 2011 Census as well as that of ORGI. Suitable teams have been constituted to collect all the news articles published in newspapers or other print media or the audio visuals shown on radio/TV as per media plan from the centre or otherwise for future reference.

(Bindhyeshwari Negi)

I.A.S.

Director

No. UTCH/O-11019/1/2009/ PA-137

Dated: 19 March, 2010

Copy for information to:-

1. Registrar General India, 2-A, Mansingh Road, New Delhi.110011.
2. Home Secretary, Chandigarh Administration, Sector 09, Chandigarh.
3. Deputy Commissioner, Chandigarh Administration, Chandigarh.
4. The Sub-Divisional Magistrate (Central), Chandigarh.
5. Assistant Estate Officer, Chandigarh.
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